

ZooBookKoo

Helping you to help your children

ZooBookKoo shows a softer side

The new range of Bear Essentials is a side of ZooBookKoo we have not seen before. They have entered the cuddly world of plush with their World of Letters and World of Numbers – 13 in 1 games sets. Each set consists of five brightly coloured bears with detachable scarves. The bears come with a set of 40 soft chunky foam detachable tiles each printed with either a letter for the World of Letters set or with a number or maths symbol for the World of Numbers set. A leaflet outlines details of 13 fun activities and games where the children stick and re-stick the detachable tiles to the bears as they play and learn. The finishing touch is a handy tidy bag.

Designed as an innovative way to 'help you help your children grow', Bear Essentials removes some of the stress from creating play activities for children to 3 to 7 years old. Both sets aim to develop social and thinking skills in addition to learning either your letters and the first 250 high frequency words in the World of Letters, or to learning your numbers and number bonds in the World of Numbers. Packed with hours of fun for one or more children, these games also encourage free- and imaginative play and promise plenty growing room.

ZooBookKoo Managing Director, Stephen Wattleworth, says, 'In our product trials we were overwhelmed by the way the children were desperate to make their words or do their sums with the tiles. That was when we decided we would

increase the number of tiles in each set – for optimum play value and value for money.'

Retailing at £19.99 the Bear Essentials 13-in-1 letter and numbers games sets are an innovative play and learn product. For more information, please contact ZooBookKoo on 01473-735346, www.zoobookkoo.com or sales@zoobookkoo.com . Visit ZooBookKoo at the Toy Fair at GH51 or at the Spring Fair Hall 4 E22.

Bear Essentials Launch Feb 2010